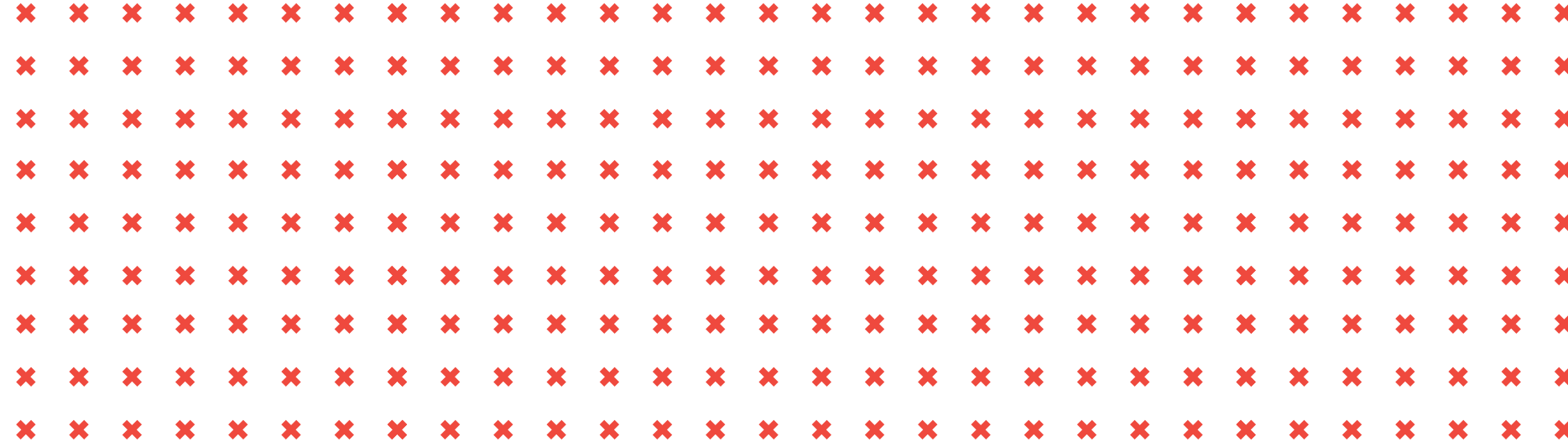


EAST

BRANDING GUIDE



GIVE US SOME SPACE

Make sure PAX gets enough space. Use the X in PAX to guarantee it has the right amount of space.



MAINTANING OUR SHAPE

Never alter, rotate, or embellish the proportions of PAX. When resizing make sure to hold down “shift” to keep PAX the same fabulous aspect ratio.



COLOR

You may not alter PAX in any manner, including changing the color of PAX, or adding or removing any elements from PAX.

PAX RED
HEX #D9272D
CMYK 9 98 94 1
RGB 217 39 45
PANTONE 1795 C



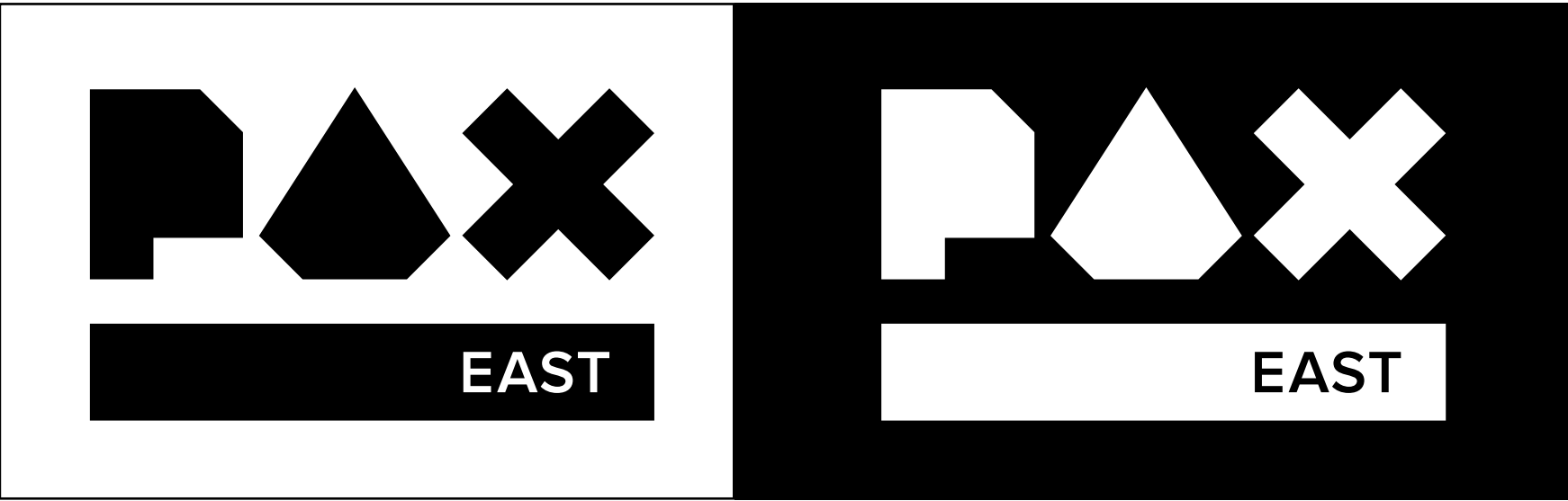
DO

Use PAX in ways that make it stand out and still keeps its style.

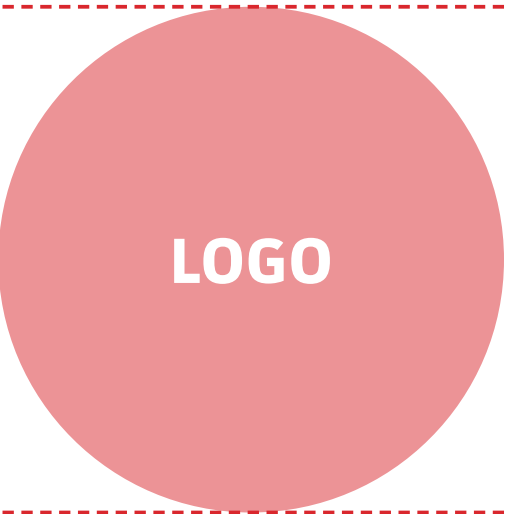
x x x x x x x x x x



DO Use a white version of PAX on images.



DO Use a black version of PAX on light backgrounds and a white version of PAX on a dark background



DO display PAX at the same size as other icons when lining up logos.

DON'T

PAX likes to keep it real simple and doesn't need extra effects or alterations to stand out.

x x x x x x x x x x



DON'T Add a stroke to PAX.



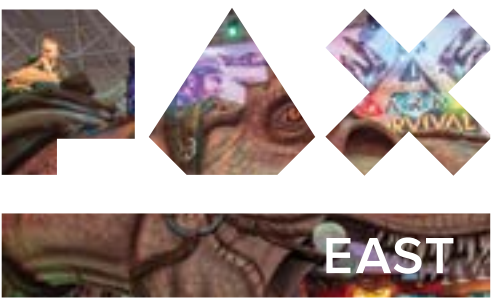
DON'T Add any text ontop of PAX.



DON'T Add any kind of glow effect to PAX.



DON'T Add a shadow effect to PAX



DON'T Clip an image with the shape of PAX



DON'T Put PAX on a color background unless you're using a black or white version of our logo.



DON'T Put a color version of PAX on an image



DON'T Change the color of PAX to anything, but it's designated colors.

